

# THE OVERSEAS PRESS BULLETIN

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

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July 6, 1963

JOY THESE DATES ON YOUR

## CALENDAR



**Wed., July 10 – Press Luncheon:**  
**Guest speaker, Ambassador William Attwood,** recently returned from Guinea where he served as U.S. Ambassador for over two years. Luncheon: 12:30 p.m. Charge \$2.50. Reservations, please.

**Thurs., July 11 – International Night: Italy.** Second in summer series honoring foreign countries. Italian food and music. Charge \$2.50. Time: 6:00 p.m., tenth-floor Bistro Room. Reservations, please.

## Bathyscaph Trieste Dives As News Media Reps Watch

The diving operations of the Navy's bathyscaph Trieste, in the area where the nuclear submarine Thresher was lost — about 200 miles east of Boston — on April 10, are being covered by eight media representatives headquartered in the USS Fort Snelling (LSD-30). They are filing their stories via radio telephone and radio teletype. Weather and communications have been generally good, it was reported in a release from the Navy Department at press time last week.

Included are the following newsmen: John R. Pozark, Movietone News; Edward G. McGrath, *Boston Globe*; Arthur R. Gardner, WBZ-TV and radio; James Calogero, AP; Milton Bracker, *New York Times*; Edward V. McCarthy, UPI; Robert C. Frederiksen, *Providence Journal & Evening Bulletin*; and Warren Bourque, *Norwich Bulletin*.

Navy units on station include the bathyscaph Trieste, salvage ship USS Preserver, and the Lamont Geological Observatory ship Conrad, in addition to the Fort Snelling. The oceanographic research ship USNS Gibbs was scheduled to arrive on June 27 to relieve Conrad.

Because of safety precautions, all

(Cont'd on page 2)

## OPCers Hear De Sapio in 'Comeback' Bid

By ED EDWIN

Carmine G. De Sapio, once reputedly the most powerful single politician in New York State, compared Democratic factionalism in his home Greenwich Village district to European political splinterism. At the third weekly OPC working press luncheon, he described the Democratic party situation in the 1st Assembly District (South) as "close to complete chaos."

This party executive district was the theoretical base of De Sapio's power, until his defeat as district leader in the 1961 primary. That defeat automatically removed him as leader of the New York County Democratic Executive Committee, historically known as Tammany Hall. De Sapio is campaigning for a return to "the Hall" in the September primary. He is still Democratic National Committeeman from New York State.

OPC President Barrett McGurn introduced De Sapio with a reminiscence of the Democrat's first visit to Italy and his ancestral village. De Sapio, McGurn recalled, elicited a reaction there that was "dramatic and touching."

To place Manhattan parochial politicking in perspective for OPC members, De Sapio first put forth a comparative interpretation of the European and American political systems. The European

coalition system, he said, fosters "weakness." But he analogized the American system as "a gyroscope" keeping political affairs "on an even keel."

Greenwich Village political affairs recently have not been on an even keel, he implied. Like in Europe, he said, a breaking off into factions had occurred.

"Even after a victory," he charged, "victors may find themselves lost in a political wasteland. . . . (their) ideals changed to ashes."

He was referring to the bolt of the incumbent district leader, James Lanigan, from his original "reform" club, the Village Independent Democrats. Lanigan set up another insurgent club for this year's primary, but since the OPC luncheon that club's leader candidate has withdrawn. Lanigan announced his retirement.

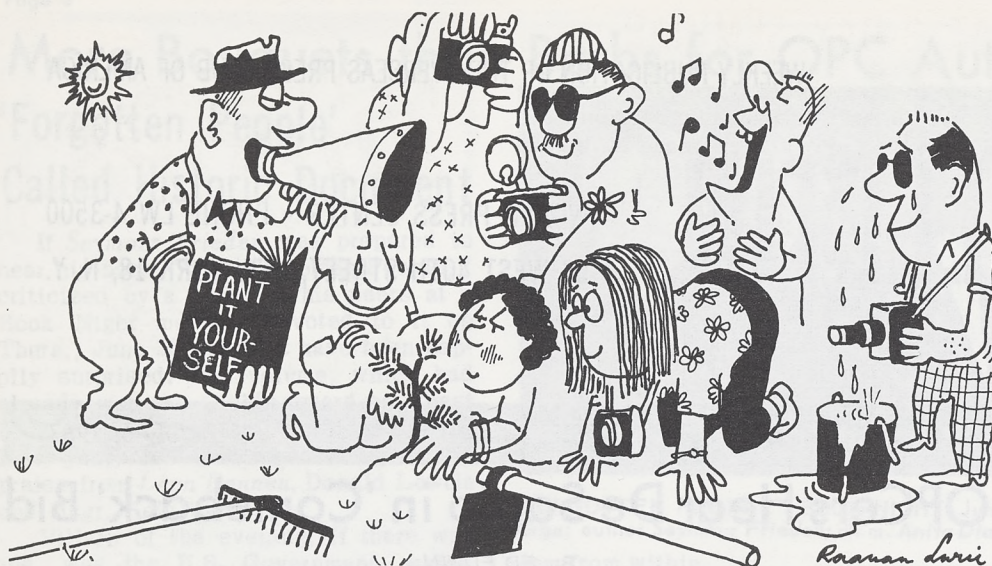
The Village Independent Democrats have nominated Edward Koch for district leader. Incumbent district leader (female) of the VID, Mrs. Carol Greitzer, is standing for reelection. De Sapio's lady running mate is Mrs. Diana Halle. Also in the race is C. Leo Calarco, who bolted from De Sapio's home Tamawa Club.

De Sapio's scorn was directed at  
(Cont'd on page 7)



PRESS LUNCHEON, June 26; (l. to r.) OPC prexy Barrett McGurn, Carmine De Sapio, Joe Newman.





OPCers in Israel, May 30, planting trees in Balfour Forest, with sweat, tears and the usual fervor. (Drawing by noted Israeli cartoonist Raanan Lurie of Yedioth Ahronoth, Tel Aviv.)

## ISRAELI GOV'T 'HOSTS' CHARTER FLIERS

By FRANCES KISH

It was excitement all the way for 25 OPC charter fliers who took off from Rome to Tel Aviv on Tues., May 21. All were guests of the Israel Government, which showed us six full days and seven nights of highlights and hospitality, of crowded hours and contrast.

We saw what the tourists see — and much more. We got briefings, background facts and special material as required. All communications media were represented by members of our group and their reportage will be enriched by the trip.

Some of the highlights were:

Planting an OPC grove of young trees in the Balfour Forest; the formal

### A JOURNALIST SAID . . .

"Everything that happens is different in some way from everything that has happened before. I begin to lose interest in a reporter when he says, 'Yeah, I covered a story like that last year. He didn't. He is applying the memory of something that happened last year to something that has not happened at all. A good reporter must always be curious, full of wonder, interest.' — Written by Charles I. Blood, who recently died at age 92, after serving as a member of the news staff of the *Kansas City Star* for 78 years.

### BATHYSCAPH (Cont'd from page 1)

ships on station were required to remain 10,000 yards from the point of Trieste's dives. However, the media representatives were transported to within about 100 yards of the diving point in an LCM (landing craft) which provided them an excellent vantage point without hazarding the operations of Trieste.

reception by the Jerusalem Press Association; the luncheon, briefing, and all-too-short tour of Weizmann Institute, Technion, at Haifa, and the Hebrew University of Jerusalem; visiting a Bedouin school for boys — who until recently would have had no formal schooling — and talking with their Arab teacher.

Also, visiting a kibbutz, one of the Israeli melting pots — this one started more than 25 years ago by Americans and Canadians — where people from 20 different countries have now settled; seeing on charts and land the beginning of the city of Arad, to emerge on the Negev sands and planned to house and support 50,000 persons; witnessing the great pipes (big enough to drive a jeep through) being laid for the Negev irrigation project; visiting the modern hospitals and the museums.

Other memorable sights included; the Dead Sea Scrolls and the Chagall windows, set in the building designed for them; the first view of the Sea of Gallilee and the timeless Judean Hills on the road to Jerusalem; the holy grottoes of Nazareth and the golden dome of the Baha'i Temple at Mt. Carmel, overlooking the harbor of Haifa.

One small regret was not having enough time to visit the all-Israeli musical comedy revue, "Faces of Israel," because of its provocative billing: "an off-Broadway production — only 6,894 miles."

To Flight chairman Madeline D. Ross, to Israel Consul and OPCer Yakov Aviad, who planned and implemented this trip and to all the press information officers and others 6,894 miles away, the OPC travelers offer a special thanks and a cheering SHALOM!

## Overseas Ticker

Edited by AL PETERSON

SYDNEY. from ALBERT E. NORMAN

Damien Parer, a rare non-American in OPC's Roll of Honor, who fell at Peleliu as a Paramount News cameraman in Sept., 1944, is subject of newly-published picture book, "The Eyes of Damien Parer," by a fellow Aussie, Frank Legg, of Sydney. Parer was a hero to thousands of GI's in Gen. MacArthur's theater. A copy of the new book has been presented to the Club library by George McCadden.

MANUFACTURED NEWS: The British Royal Family rates as the "most rewarding subject for the student of fictitious news," according to Prof. Kenneth S. Inglis, associate professor of History in the Australian National University.

Speaking at a recent seminar on mass communications in the University of New England (in Australia, not eastern U. S.), Prof. Inglis said there had been a growth in "pseudo-news" and "manufactured news" in the Australian press in recent years.

Using the British Royal Family to illustrate this claim, Inglis said, "There is remarkably little said about the Queen and her relatives if one merely reports what they actually do.

"Since the editorial demand for news of royalty so far outruns the supply of it, more news must be manufactured."

The Australian professor quoted a woman reporter (who had explained the manufacturing process) in the case of a routine handout from Winsor Castle that the Queen had "gone riding."

Accordingly, it would be considered safe, the woman said, to wire off a story going something like this: "Picnickers in Great Windsor Park were amazed this morning when a young and familiar figure, her hair tied in a scarf, went galloping close by. It was the Queen."

"Who knows," commented Inglis, "it might even have happened. A recent picture of the Queen with her hair in a scarf is enough to round out the story."

Editor This Week: Cheva Armor  
Bulletin Committee Chairman:  
Charles E. Campbell, Jr.  
Managing Editor: Lucille G. Pierlot



## NEWSMEN vs. COMPUTER AT 3-DAY SEMINAR

By ED EDWIN, NBC & RCA

Mutual fascination grew quickly during an IBM data processing seminar for newsmen in Poughkeepsie, New York. Midway into the exploration of automating, a lecturer unresistingly reflected camaraderie with a backhanded compliment: "You fellows have contributed greatly to public knowledge of the number of times a computer has been *mis-used*." He then sped us through another mathematical interstice of the computer's logic system.

When a reporter's query foresaw a "computerized society," an IBMer visibly winced. "Computerized society! You make me shudder," and his shoulders quaked. These men professionally dedicated to "electronic brains" — a term they eschew — insisted that the human

brain is and hopefully forever would remain the best computer in creation.

The three-day survey aimed at deepening a reporter's understanding of what a computer is, and is not. We were apprised that a computer always would need a human mind to set it up for problem solving. The computer is no original thinker.

Some 25 newsmen grappled with complexities, prospectively salient to stories breaking in the era of mechanization now enveloping us. We began the first day at 8:50 a.m. and kept at it until nearly midnight. Although we felt wrung out by late afternoon, the evening revived us peculiarly. We played "the game".

It was a "production-manpower decision game." After splitting into five "paint companies," we simulated management decisions from charts of data. Multifarious factors were weighed, such as labor force requirements coupled with overtime, severance, and hiring differentials; inventory maintenance costs; and sales forecasts for the year ahead. Then month by month we decided how much paint to produce. We punched each decision into a card and consulted the computer to find out how we were doing financially. Uncommon adult excitement sparked over which "company" was operating most profitably.

Lecturers titillated us with topics such as programming — how to talk to machines, computer applications, research presentation, management science, total systems concepts, and auto-chart and tele-processing. The talk on rudiments of data processing, customarily two days for businessmen, was compressed into half a day for the press.

A lecturer, at first impressed by so much note-taking, was told that reporters are compulsive note-takers anyway. But instructors remarked the speed of reporters' absorption, demonstrated by provocative questioning.

In the factory, workers used pneumatic tools that, turning on and off sounded like a dentist's drill feels. Tools used in one room mimicked a pond of croaking frogs. Some workers caught miniscule cores in trays where they popped like fleas in their circuses. Women manipulated wiring finer than hair. And all was so clean.

Having oriented us to need of redundant or backup systems, they gave each of us an abacus rather than a sheepskin. Overseas participant, Maurie Kobayashi of *President* magazine, taught the class how to work it. So we graduated, intensively briefed on computer concepts and methodology — and happily assured that reporters would never be fully computerized.

## Scandinavian Fete: A Hit

The first OPC International Night of the summer series, a Scandinavian affair June 27, was a great success both on attendance and on the smorgasbord which was supervised by *Larry Blochman*, Bistro Committee.

A number of Scandinavians in New York attended; among them *Jon Embretson*, Norwegian Information Service, and *Per Prag*, director Norwegian National Travel Office, who commended the Club's major-domo Gustav on the wide variety of tempting offerings which were displayed on the literally groaning and festive buffet table. Danish table decorations added a colorful and appropriate note to the evening.

Among other's present were: Thomas J. Mulroy of SAS and *Eric Friedheim*, editor and publisher of *Travel Agent* magazine.

*Thurston Macauley*

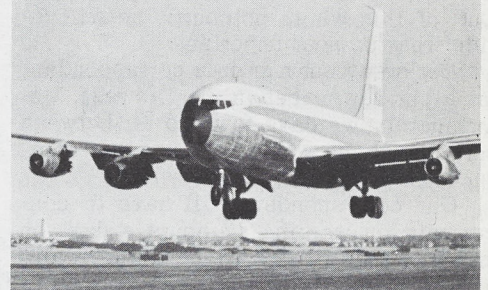


FESTIVE SCANDINAVIAN SMORGSBORD, June 27, is examined by headwaiter Gustav Johannson and chef Peter Gaines (foreground); and members *Per Prag* and *Jon Embretson*.

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# Foreign Reporting Job is Tough: Frieden

By ERNEST WEATHERALL, CBS

The day when foreign correspondents played golf with prime ministers and stuffed state secrets in their trench coat pockets exists only in Ian Fleming's books and the old movies on TV.

As any foreign correspondent will tell you, their job is a tough one with a daily grind that is more demanding and nerve-wracking than when they were covering City Hall or the police beat.

This observation comes from an expert on the subject, *Seymour Frieden*, executive editor of Foreign News for the *N.Y. Herald Tribune*.

## Daily Grind

During an interview with *Ed Joyce* on WCBS, held at the OPC, Frieden was asked about the daily grind of the foreign correspondent.

Excerpts from the interview went as follows:

FRIEDEN: Let's say that our man is abroad in a big capital and is a lone special correspondent for a Stateside newspaper...not a wire service man who has a different method of operating.

The first thing he does each morning is to check with the radio, the local newspapers and the local wire services. Out of this whole potpourri, he will decide what is most important.

Let's say our man is a correspondent for a big newspaper in the Midwest. Unfortunately, we have few and far between correspondents who come from that area, but let's say he does.

Our correspondent will have to concentrate on working 12 hours a day, on any given day. He will be doing really hard digging, talking, trying to get to the people, trying to see things, trying to hear what may go on, and out of that he must decide what his theme will be.

If it's an obvious event, — a revolution, a cabinet crisis, or a very big issue like one in the Common Market — his task is easier.

## "Who-done-it" Work

The difficulty comes when our correspondent must decide how to interpret special events, influences, feelers, diplomatic meetings, and piece them together so that they mean something — such as forecasting a trend, indicating a change or leading to an important story.

It's a kind of "who-done-it" type work and highly specialized.

I'm speaking now of a correspondent covering a capital in a Western country. If he happens to be in a Communist country, it is even more difficult.

JOYCE: You mentioned that the number of newspapers in this country having their own correspondents has declined. But with the importance of foreign news being at an all-time high, why has the number declined?

FRIEDEN: A lot of newspapers, particularly big ones around the country, far removed from the East and West Coasts, feel they can do with the wire service reports or a foreign organization which also supplies feature services...

The cost factor is the main objection the newspapers have in keeping a man abroad. I personally have felt for some time that this cost would be defrayed if the newspaper had even one man overseas. Granted, this is insufficient, but this man can go and interpret for you, whether he's in Africa or Asia.

He can report conditions in various countries so the American readers can understand them. He will write his observations as an American reporter who knows American readers.

A foreign national who has never seen America or known Americans can



Seymour Frieden

never do that. And often he will be pressured by his country to send only favorable reports.

Let me add this...I don't approve of the so-called "instant foreign correspondent." I mean the man who is taken from police headquarters and dumped in the Congo in a matter of a few jetline hours. Any editor who thinks he can take even a first-class reporter from midtown and drop him into a complex situation abroad without preparation or background is chasing a frustrating illusion.

JOYCE: Is it important for, let's say, a Des Moines newspaper correspondent to relate the news in Europe to Des Moines and the State of Iowa?

FRIEDEN: I think this has been overdone. This is home-town reporting and it is a great injustice to the reader out there.

The average reader in Des Moines and other cities is not as unsophisticated as all that. I think he would learn

even more from a dispatch that has been written for the readers of my newspaper in New York than from a story with home-town qualities. I think this mistake of home-town news type reporting of international affairs is outdated.

This has been proven, I believe, by the large number of newspapers in towns the size of Des Moines who use the *Herald Tribune* News Service, which includes the dispatches from our foreign correspondents.

## LatAm Correspondents

JOYCE: We've been discussing correspondents in Europe, but it occurs to me that there are so few correspondents in Latin America now. This seems puzzling when you think in terms of the size, population and nearness to our country.

FRIEDEN: This is a problem that has been overlooked for a long time. I have been a newspaperman for 27 years and, like all correspondents, I gravitated — perhaps by tradition or alleged glamour — to Europe. A much shorter supply went to Asia.

Here in our own backyard, almost nobody went to South America. The dateline from London and Paris has always held far more attraction than that from Havana, Lima or Caracas.

This is a fault that must be corrected very quickly, and some of the newspapers, including the *Herald Tribune*, are trying to do it.

But I think it's going to be a long road. I have discovered it is difficult to interest young men who are still interested in going to Western Europe to go instead to South America.

JOYCE: Speaking of young men, have you any advice for the young man coming out of college who wants some day to become a foreign correspondent?

FRIEDEN: First, I think he should have an all-around education. A liberal arts education is by far the most suitable from my point of view.

Secondly, let him try to steep himself as much as possible in world history as well as the history of his own country.

## Foreign Languages

Hopefully, he will have a smattering of foreign languages, but the more he knows, the better the chance he will have.

Then, he must go to work for a newspaper, or a news agency, to learn the rudiments of the business. From that point on, it will be up to him. He might go overseas on his own and free-lance, work for an English-language newspaper or for a wire service agency the way some of our well-known correspondents got their start. Or he may go to work for a newspaper here in America that has correspondents abroad and someday be sent over to one of the bureaus.

But there's one thing I insist on... he must — first and foremost — be conversant with his mother tongue...English.



# Adzhubei, Hearst Engage in Word Clash

By PAUL SANKER, Radio Liberty

*Izvestia* editor Alexei Adzhubei has taken sharp issue with William Randolph Hearst, Jr. over a story of Soviet space losses published in the *N.Y. Journal American*.

According to Hearst, "Adzhubei's ire was ignited by a Page One story in the *Journal American* May 12." Written by Lee Ferrero, it told of reports reaching Congressional and space authorities of manned Russian space shot failures, possibly as many as five.

## Adzhubei Reply

From Moscow, *Izvestia* chief Adzhubei shot off a 1,300-word cable to Hearst attacking the story and denying the space losses. He also published an open letter addressed to Hearst in the Soviet newspaper. The letter also was read over Radio Moscow. It said in part:

"Mr. Hearst, I do not know whether you keep track of what your newspapers print, in particular the *N.Y. Journal American*. Even if you do not read the articles...they are the spirit of your instructions and certainly reflect (your) views...I call your attention to an article in the *Journal American*, which publishes fantastic concoctions, to put it mildly.

"This particular article is about the loss of many Soviet cosmonauts before and after the first space flight in history... (made) by Yuri Gagarin..."

## Explains "Losses"

Adzhubei's letter to Hearst goes on to refute the *Journal American's* case histories of individuals lost in Soviet space experiments. The *Izvestia* editor admits the loss of one cosmonaut, but it was in 1962 and not in 1960 as the *Journal* claims. Adzhubei also mentions that the casualty, Piotr Dolgov, was killed in a stratospheric parachute jump, and not in a space launching.

Adzhubei admonished Hearst for printing "such nonsense" and went on to explain what he thought were Hearst's motives;

"...We voluntarily agree on one thing — the flights of Soviet people in space...the triumphant exploits of Yuri Gagarin, Titov, Nikolaev and others... have flown dozens of times around the globe, and have far-outstripped the American cosmonauts, including Gordon Cooper.

"These exploits irritate and drive Hearst and his underlings mad. You still cannot put up with the idea that in its great, creative labor, the Soviet Union is stepping on the heels of the United

States, while in science and space research, it is far ahead of you.

## Like Father — Like Son

"If memory does not fail me, your Dad once wrote that backward Russia would never be able to build a one-ton truck. Now you, son of your father, waste many thousands of tons of paper to prove that Russia, the Soviet Union, cannot be ahead of the United States in such a



Alexei Adzhubei (photo, AP)

major competition as in the sphere of space. You know that Daddy Hearst was wrong, yet you certainly follow in his tracks. Well, we have an old maxim: "Like father, like son..."

## Hearst Replies

On the front page June 2, the *Journal American* carried a Hearst editorial commenting on the letter from Adzhubei. The editorial said: "...The sources of information (for the *Journal* story) were authentic and the information itself was checked out to the extent possible. The burden of the Adzhubei letter is an attempt to demolish the evidence that was reported in the story — reported, I emphasize, not as confirmed fact but as information coming from reliable sources. If the evidence is incorrect, it is not the sources that are to blame but rather the SECRET NATURE OF THE SOVIET SOCIETY."

"The secret nature of Soviet Society permits no mention of space flight failures. It boasts only of successes. It follows inevitably that secrecy invites the very thing that has so inflamed Adzhubei and apparently his papa-in-law — unconfirmable reports, some of which will be true and some of which won't be..."

Referring to the "Russian" maxim mentioned by Adzhubei, Hearst writes: "I guess we picked up our saying, 'Like father, like son' from the Russians, just as we did baseball..."

## The Last Word

When the Soviet press engages in open dialogue with the West, it likes to have the last word. On June 5, the Soviet newspaper carried the following article:

"Throughout the week, the Hearst press said not a word about the matter until Sunday, when the *N.Y. Journal American* printed a front page editorial. It was signed by Mr. Hearst himself... Mr. Hearst is good at dodging issues... Now he acts as if he's making an honorable retreat. You see, he announces editorially, the *N.Y. Journal American* did not report the death of several Soviet cosmonauts as a confirmed fact, but as information received from so-called reliable sources... Mr. Hearst explains that the author of the unlucky invention about the death of nonexistent cosmonauts was Lee Ferrero, an experienced and responsible journalist. Mr. Hearst pretends that he is shielding his subordinate, but by mentioning his name he merely makes that experienced and responsible journalist his scapegoat, and tries to shift all the blame on to him.

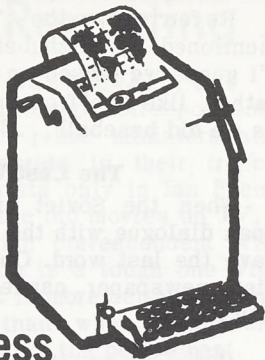
"Incidentally, Mr. Hearst realizes perfectly that such a lean sacrifice as Lee Ferrero will not get him off, so he goes the limit. He explains about his own lie that if his information is false, it is not those who leaked it who are to blame, but the secrecy of Soviet society. At last we've found the party to blame for this disgrace which put Mr. Hearst in such a spot. Secrecy, oh secrecy. Would Mr. Hearst have us invent our own fables and circulate them among the papers of his syndicate? He should not pretend that he is so irritated by the secrecy of Soviet society. It is something else that irritates him. It is the stupendous success of Soviet society in conquering space.

## Source: Report from NASA

Last week the National Aeronautics and Space Administration disclosed the breakup of a Soviet space satellite October 24. There was no indication in the U.S. report whether the spacecraft was manned. This is the first time American information on such flights has been published. For many months virtually all information on Soviet shots, except for data announced by Moscow, was withheld from NASA reports. The pieces of the unsuccessful Soviet shot began dropping into the earth's atmosphere on October 29, five days after the launching.



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## PEOPLE & PLACES

**TRAVELING:** Robert Trout and his wife visiting England, France and Spain on their annual three-months' European tour. . . . **Poppy Cannon** seeing Ontario, Quebec and New Brunswick as guest of the Canadian government. . . . **Ted Marvel's** 17-year-old son, a forester, going abroad this fall to work on the estates of the Duke of Devonshire.

**ARTICLES:** Half dozen OPCers represented in July Reader's Digest: **George Kent** (with two articles), **Dickey Chapelle**, **Art Buchwald**, **Lawrence Elliott**, **William Vath** and **David Reed**.

**NEW POSTS:** **Clayton Willis** now news commentator on international affairs, special assistant to the president, and sports director of WAVA, Washington, D.C. He's also writing a polo column for the Washington Post and announcing week-end polo games at Middleburg and Leesburg, Va. . . . **Nathan Kelne** has joined Barkas & Shalit, Inc., as a v.p. and a member of the executive committee. . . . **Charles D. Friedlander** now with NASA in the public information office, launch operations center, at Cape Canaveral. . . . **Andre F. Rhoads** appointed a v.p. and director of Infoplan's new division of editorial services, to supervise writing and editorial work, media contact and distribution, and special events. . . . **Dan Priscu** named institute editor at Rensselaer Polytechnic Institute, Troy, N.Y.

**HONORS:** The Ben Barondess award of the New York Civil War Round Table to **Adele Gutman Nathan**, consultant-coordinator to Pennsylvania's Gettysburg Centennial Commission. . . . **James Sheldon** elected first chairman of Department of Christian Social Relations of the newly organized United Church Conference of New York State, merging the former Congregational Conference and Evangelical and Reformed Synod, with about 400 churches in the state. . . . **Lewis H. Bowen** named chairman of the third Public Relations Institute of National Public Relations Council, to be held in New York in June, 1964. **George Schless** is promotion chairman, and **Dorothy Ducas** and **Edward F. Thomas** on the steering committee. . . . **Clarence Axman**, editor of weekly mag, Insurance, for last 50 years, honored June 20 with a dinner attended by top insurance execs. . . . **Fred Friendly** received Albert Lasker Medical Journalism award for television for "Birth Control and the Law," originally broadcast in May, 1962, and updated and rebroadcast this spring.

**Gregor Ziemer** director of public education at the American Foundation for the Blind, honored by the Greater Boston Host Lions Club for his "leadership in educating sighted persons to the potential of blind people, thereby enabling them

## PRESIDENT'S COLUMN

Radio and TV companies which have been sounded out on publicizing the OPC through guest appearances of returning foreign correspondents, book authors, resident members and others are enthusiastic. They have asked for weekly lists of those who are available and, in one case, have offered a regular two-hour monthly OPC discussion program "with six good plugs for the OPC guaranteed each time."

The same goes for lecture opportunities. One of the main lecture centers of the city would like to add OPCers to its lists of talkers. Too often in the past, men from agencies and from the papers, coming home with good stories to tell and no place to use the material, have missed the great opportunities for favorable "exposure" which the immense New York-based radio-TV and lecture industries represent.

**John Wilhelm's** House Operations Committee is arranging a place where members can register for the above appearances. A committee will press this actively.

The main goal will be to raise funds for the OPC wherever possible. Short of that, it will be valuable to build up the image of the Club and of its individual members to the advantage of all.

The weekly press luncheon series, following the De Sapio full house, goes on with mounting rhythm. All members are urged to attend. Priority on questioning goes to the working press. All main news desks already are developing the habit of watching this program. The next guest, July 10, will be **Bill Attwood**, former *Herald Tribune* foreign correspondent and *Look* magazine foreign editor who was, until recently Ambassador to that borderline nation, Red-threatened Guinea, in Africa.

**Bill** is one of many graduates of the foreign correspondent ranks who are honoring their old colleagues currently by doing brilliantly in diplomacy. Another, incidentally, is OPCer Ambassador **El Korry** who has just received a State Department citation for the way he used old UP techniques to do diplomatic reporting in Ethiopia. **Barrett McGurn** to take their rightful place in the normal course of society."

**LECTURES:** **Richard Thomas** wound up six weeks of commencement addresses to schools and colleges in a dozen Eastern states.

**RADIO & TV:** **Ben Flynn**, recently named producer of CBS Washington Report, also produced the "Lamp Unto My Feet" Program which won the Ohio State U. award, sponsored by Inst. for Education by Radic/TV, Ohio State University.



## Party Welcomes 'Home' 1963 OPC Travelers

A large percentage of the planeload of '63 charter fliers, as well as a good number from the previous flights, were on hand for the home-coming party Tuesday evening, June 25.

On behalf of the travelers, Club President *Barrett McGurn* presented flight chairman *Madeline D. Ross* with a Government Bond and a gift certificate.

He said in part: "Once again the Club has to thank you for doing a great deal of work which has brought a great deal of pleasure to a great many people . . . a flight of this kind which was so well received in each country, is a tribute to the Club and a tribute to you."

Miss Ross pointed out that this year's flight was the most successful, although the most difficult, because of the long newspaper strike (which affected reservations), but "We broke even after all, and it didn't cost the Club a cent."

Champagne punch and hors d'oeuvres were on the house at the reunion party. For those who lingered on, a buffet was served in the new Bistro Room.

*Henriette Kish*

## DE SAPIO (Cont'd from page 1)

managers of the 1961 Democratic primary insurgency. He dubbed as "the greatest hoax" a situation where "an individual running for high office ran against his own record . . . and was reelected." Under questioning, he refused to name the person. Mayor Robert F. Wagner was elected to his third term running on a "reform" ticket in the 1961 primary.

A large turnout of city political reporters covered the OPC luncheon with De Sapiro. They included the *Times*, *Tribune*, *World Telegram & Sun*, *News*, *Mirror*, *Post*, ABC, CBS, NBC, WPAT, WINS, AP, and UPI.

### NEW MEMBERS ASSOCIATE

*Carmen Tristao Correa* - Collaborator and representative, *Natal Magazine*, New York.

*Landon K. Thorne, Jr.* - President and Publisher, *Rome Daily American*; Vice President Bankers Trust Company; Rome and New York.

### AFFILIATE

*Rose Pashelinsky* - Executive, *M. Pashelinsky & Sons*, Jersey City, New Jersey.

## PLACEMENT

### New York City

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No. 745 Asst. Mgr. of International Operations in toiletries & proprietary drug field; involving marketing, sales & distribution. Headquarters in Metro area; free to travel. Package consumer goods exp. Age 35-45. Should have French & Spanish. Salary: \$15,000 to \$17,000.

No. 747 Writer in adv.-p.r. dept. Annual reports, news releases, booklets, speeches, film scripts and direct mail adv. Min. 5 yrs. exp. Should include 2 of following: News reporting, financial reporting, publication writing or ind. ad copy. \$10,000.

No. 748 Major manufacturer of proprietary & ethical drugs seeking corporate public relations director. Handle public relations problems dealing with stockholders and financial, community, customer & gov't. relations. Greater Metro area. Salary \$25,000.

No. 749 National PR firm requires seasoned PR Account Exec. with a strong financial background plus 5 yrs. PR counseling exp. Excellent opportunity with open-end future.

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No. 746 Outstanding administrator for major international agency in Europe; responsible for program and budget, personnel, general services & conference planning departments, surveys leading to administrative reorganization. Age 45-55. High salary, net of US Federal Tax plus housing.

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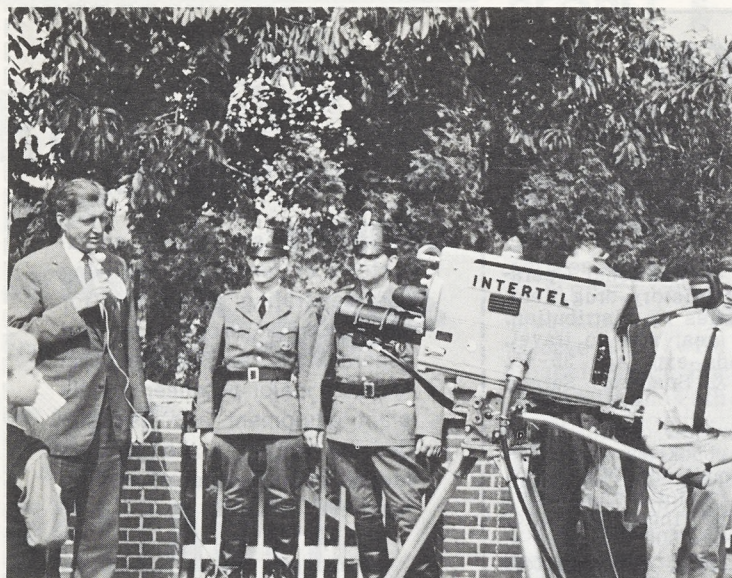
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Scherer does opening commentary in Bonn. . . .

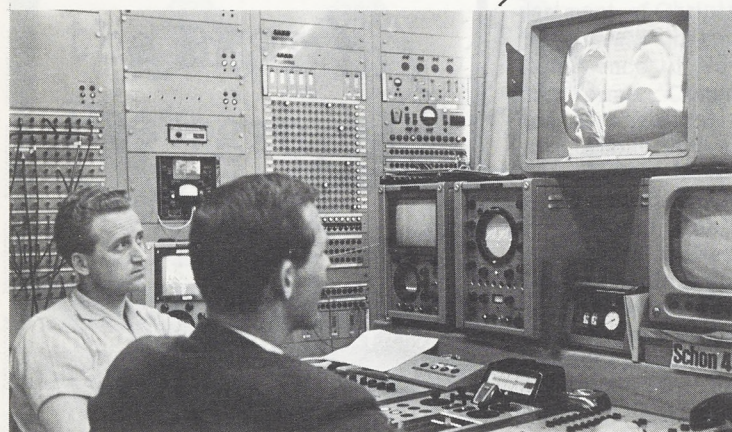


. . . then reports on Kennedy motorcade there.

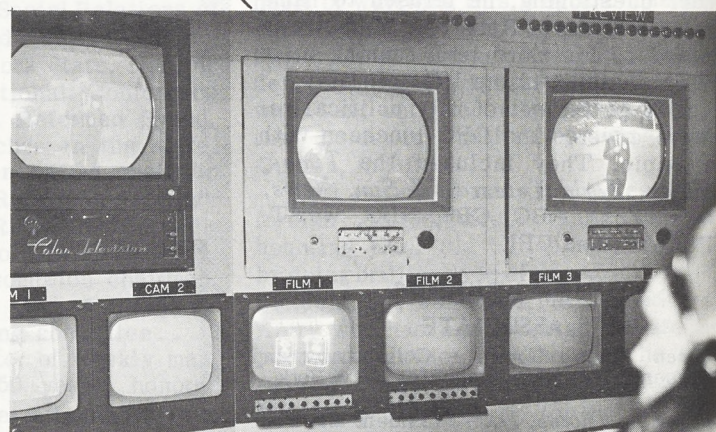
SATELLITE



JOURNALISM



Kennedy and Adenauer pix, as monitored in West German studio and sent on for satellite transmission to N.Y.



Scherer appears on monitor in NBC News N.Y. control room, as program goes on air same night.

Satellite Journalism has come into its own during the TV coverage of President Kennedy's European tour. In its 12 special programs covering the trip, NBC News has made daily use of the Relay and Telstar satellites to transmit TV coverage for broadcast during the evening of the day the events take place. Typical was the coverage during Kennedy's first day in Europe, Sunday, June 23, when he landed at Wahn Airport in West Germany. NBC News' White House correspondent Ray Scherer, who traveled with the Presidential party, covered Kennedy on his arrival and during his day in Bonn. Scherer's coverage was fed on Eurovision line to the satellite transmission station at Goonhilly Downs in Great Britain. From there, it was transmitted via the Relay and Telstar satellites to New York. In New York, the coverage was taped and presented on the first program in a new series, "Ray Scherer's Sunday Report." This report, and subsequent programs in the days that followed, proved beyond any doubt that TV can now bring American viewers detailed coverage of major events in Europe on the same day they happen.